

Message Text

UNCLASSIFIED

PAGE 01 VIENNA 09173 01 OF 02 291703Z

42

ACTION EUR-12

INFO OCT-01 ISO-00 TRSE-00 CIAE-00 EB-06 INR-07 LAB-03

NSAE-00 PA-02 RSC-01 SIL-01 USIA-15 PRS-01 STR-04

/053 W

----- 026614

P R 291522Z OCT 74

FM AMEMBASSY VIENNA

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 4049

UNCLAS SECTION 1 OF 2 VIENNA 9173

FOR BIC/OIM/WARNES

SUBJECT: PROJEKT 2000 - END OF SHOW CABLE REPORT

1. PROJEKT 2000
2. GRAZ, AUSTRIA, OCT. 23-26, 1974
3. 19 EXHIBITORS
4. 111,000 DOLLARS SOLD DURING EXHIBITION
5. PROJECTED SALES SUBSEQUENT 12 MONTHS:
 - A) NTE/NTM ONLY: 808,000 DOLLARS
 - B) OTM ONLY: 355,000 DOLLARS
6. TWELVE EXHIBITORS SOUGHT EXREPS.
7. ONE EXREP APPROVED DURING EXHIBITION
8. 88 EXREP AGREEMENTS UNDER NEGOTIATION
9. TRADE VISITORS ESTIMATED AT 5,600.
10. VISITORS TO US EXHIBITION APPROXIMATELY 5,600
11. OUTSTANDING SUCCESS STORIES:

MOST OUTSTANDING PERFORMANCE AT SHOW WAS AJAX INTERNATIONAL CORP., WHO SOLD DOLLARS 100,000 OFF FLOOR AND PROJECTED DOLLARS 150,000 DURING NEXT 12 MONTHS. BIF EXPERTS DOLLARS 100,000 DURING NEXT 12 MONTHS. THESE TWO FIRMS WERE REPRESENTED AT PROJEKT 2000 BY POLLUTEX UMWELTSCHUTZANLAGEN GMBH., A-5020 SALZBURG, ERZABT KLOTZ-STRASSE 8. INTERNATIONAL SENSOR TECHNOLOGY SOLD 6,000 OFF FLOOR AND PROJECTS 100,000 - SALES FOR NEXT 12 MONTHS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 VIENNA 09173 01 OF 02 291703Z

PENETRYN PROJECTED 100,000 FOR NEXT 12 MONTHS.

HACH CHEMICAL CO. SOLD 5,000 OFF FLOOR AND EXPECTS 75,000 DOLLARS DURING NEXT 12 MONTHS.
JAECO PUMPS PROJECTS \$150,000.
BOTH, NALCO AND THERMO ELECTRON PROJECT 100,000 DURING NEXT 12 MONTHS.
ALL EXHIBITORS SEEKING REPRESENTATION OBTAINED TWO OR MORE CANDIDATES TO SELECT FROM.

12. RANDOM COMMENTS MADE BY SIGNATORIES OF PARTICIPANTS REPORTS:
AJAX: SHOW WAS VERY WELL ARRANGED AND SUPPORT BY US DEPARTMENT OF COMMERCE PERSONNEL WAS EXCELLENT.
CAPITAL CONTROLS: ATTENDANCE WAS VERY GOOD AND THE QUALITY OF VISITOR EXCEPTIONALLY HIGH. THE INTEREST SHOWN IN OUR PRODUCTS HAS CONVINCED US TO MAKE A CONCERTED MARKETING EFFORT IN YUGOSLAVIA. WE HAD AS VISITORS THE DIRECTORS OF THE ZAGREB AND LJUBLJANA WATERBOARDS AND HAVE REACHED VERBAL AGREEMENT ON SUPPLYING CHLORINATION EQUIPMENT FOR BOTH CITIES. A BUS LOAD OF WATER PURIFICATION INTERESTED PERSONS CAME FROM BELGRAD. IN GENERAL, PROJEKT 2000 HAS BEEN THE BEST EXHIBITION WE HAVE PARTICIPATED IN SINCE THE ESTABLISHMENT OF OUR EUROPEAN ORGANIZATION SOME THREE YEARS AGO. IN ADDITION, TO THE ABOVE, WE ESTABLISHED TWO OEM ACCOUNTS.
DURHAM ASSOCIATES: GOOD EXPOSURE OF NEW PRODUCTS IN NEW AREA. EXCELLENT ARRANGEMENTS HERE BY DEPT. OF COMMERCE. VERY GOOD BOOTH DESIGN. VERY WORTHWHILE FAIR. THE TRADE MISSION IN YUGOSLAVIA LAST WEEK STIMULATED WIDE INTEREST THERE. THE PROXIMITY OF GRAZ TO YUGOSLAVIA HAS RESULTED IN MANY VISITORS TO OUR PROJEKT 2000 BOOTH BY YUGOSLAVS THAT OTHERWISE MIGHT NOT HAVE ATTENDED THIS SHOW. THE "SHOTGUN" MISSION THERE RESULTED IN "RIFLING" HERE WITH GRATIFYING RESULTS INCLUDING "ON SITE SALES".

SEVERAL LICENSEE CANDIDATES AND MANY AGENCIES (SALES) VISITED OUR BOOTH. I EXPECT THAT SATISFACTORY ARRANGEMENTS CAN BE CONCLUDED WITH ONE OR MORE OF THESE COMPANIES. ALSO, SOME INTERESTING APPLICATIONS FOR OUR EQUIPMENT HAVE BEEN CITED BY END-USERS FROM CENTRAL EUROPE.

ECONETICS INTERNATIONAL: WAST COMPACTION IS A NEW INDUSTRY. ECONETICS EXHIBITED FOR PURPOSES OF INITIALLY EXPOSING THE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 VIENNA 09173 01 OF 02 291703Z

CONCEPT (NEW TO EUROPE) AND THE EQUIPMENT. THE PRIMARY OBJECTIVE OF EXHIBITING WAS THE ACQUISITION OF SALES REPRESENTATIVES AND POTENTIAL LICENSEES. THE SHOW HAS BEEN PRODUCTIVE.
ENVIRONMENTAL AIR: POOR CHOICE OF EXPOSURE FOR EACH.

HACH CHEMICAL COMPANY: VERY WELL ORGANIZED AND GOOD LOOKING STAND. WOULD PARTICIPATE AGAIN. NOT BERY MANY LEADS BUT

HIGH QUALITY AND GOOD PROSPECTS, ESPECIALLY FROM EASTERN EUROPE MOST CONTACTS WERE DECISION MAKERS (TOP LEVEL GOVERNMENT OFFICIALS). AS MOST GOODS IN THESE COUNTRIES ARE BOUGHT THROUGH GOVERNMENT ORGANIZATIONS, THE ABOVE MENTIONED LEADS ARE VERY VALUABLE AND OFFER GOOD OPPORTUNITIES FOR ENTERING THE EAST BLOC MARKET. E.G., MET REPRESENTATIVE OF POLISH MINISTRY OF HEALTH, IF HE IS INTERESTED IN THE PRODUCT, HIS APPROVAL IS WORTH AS MUCH AS MEETING A LOT OF END USERS WHO OFTEN CANNOT DECIDE WHICH PRODUCT WILL ULTIMATELY BE BOUGHT.

HYDROCYCLONICS CORPORATION: WHILE SMALL IN ATTENDANCE, QUALITY OF VISITORS WAS GOOD, TRADE MISSION STIMULATED YUGOSLAVIAN ATTENDANCE. THE DEMAND FOR OUR PRODUCT IS STIMULATED BY LEGISLATION AGAINST WATER POLLUTION. HENCE, WE ARE SOMEWHAT PREMATURE IN TERMS OF THE APPARENT AUSTRIAN POLLUTION CONTROL

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 VIENNA 09173 02 OF 02 291712Z

42

ACTION EUR-12

INFO OCT-01 ISO-00 TRSE-00 CIAE-00 EB-06 INR-07 LAB-03

NSAE-00 PA-02 RSC-01 SIL-01 USIA-15 PRS-01 STR-04

/053 W

----- 026687

P R 291522Z OCT 74

FM AMEMBASSY VIENNA

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 4050

UNCLAS SECTION 2 OF 2 VIENNA 9173

E.O. 11652: N/A

SUBJECT: PROJEKT 2000 - END OF SHOW CABLE REPORT

FOR BIC/OIM/WARNES

STANDARDS AND THEIR SUBSEQUENT ENFORCEMENT.

INTERNATIONAL SENSOR TECHNOLOGY: MANY CONNECTIONS WERE MADE TO EASTERN EUROPE, ANTICIPATE RESULTS IN NEXT 12 MONTHS.

JAECO PUMP COMPANY: FANTASTIC. NEED MORE PROMOTION (COMMERCE PROGRAM) IN USA. WE RECEIVED MORE INQUIRIES PER VISITOR BY AT LEAST 8 TIMES THE BEST SHOW (SIMILAR) IN USA.

KAHLSICO INTERNATIONAL: THE QUALITY AND QUANTITY OF VISITORS WAS RELATIVELY POOR, EVEN THOUGH WELL PUBLICIZED AND ORGANIZED BY USDOC. IT WOULD HAVE BEEN MORE BENEFICIAL BUSINESSWISE TO COMBINE THE EXHIBIT OF EQUIPMENT HERE WITH OTHERS AT US TRADE CENTERS IN OTHER EUROPEAN COUNTRIES. GRAZ IS A POOR LOCATION, OUT OF THE WAY AND NOT FAVORABLE FOR DRAWING BUSINESS VISITORS.

NALCO CHEMICAL: IN SPITE OF THE FACT THAT OUR COMPANY HAS BEEN INVOLVED WITH THIS MARKET (AUSTRIA, YUGOSLAVIA, EASTERN EUROPE) FOR ABOUT 12 YEARS, WE WERE ABLE TO CONTACT BOTH OUR PRESENT UNCLASSIFIED

UNCLASSIFIED

PAGE 02 VIENNA 09173 02 OF 02 291712Z

CUSTOMERS AND SEVERAL NEW, INTERESTING PROSPECTS. BESIDES DIRECT TALKS TO POTENTIAL CUSTOMERS FROM AUSTRIAN AND YUGOSLAV INDUSTRY, WE HAD NEW COOPERATION DISCUSSIONS ON NEW PROJECTS WITH ENGINEERING COMPANIES.

SUMMARIZING, OUR OBJECTIVE WAS MORE THAN ACHIEVED AND WE THINK THAT OUR PARTICIPATION WITHIN THIS EXHIBITION WAS VERY IMPORTANT.

WE ESPECIALLY WOULD LIKE TO MENTION THE EXCELLENT ORGANIZATION OF THE US EXHIBITION AND THE PREPARATION OF THIS SHOW.

NELSON INDUSTRIES: COOPERATION AT EXHIBITION HAS BEEN EXCELLENT. THE EMBASSY HAS DONE A FINE JOB OF PROVIDING NECESSARY INFORMATION TO HELP OUR COMPANY EVALUATE THE EASTERN EUROPE MARKET.

THERMO ELECTRON: EXCELLENT FOLLOW UP FROM TRADE MISSION TO YUGOSLAVIA AND SWITZERLAND. HIGH NUMBER OF CONTACTS FROM EASTERN EUROPEAN COUNTRIES, BUT LOCAL PARTICIPATION EXTREMELY POOR.

13. COMMENTS: WHILE SALES, BOTH PROJECTED AND DURING THE EXHIBITION, WERE NOTICEABLY MODEST, IT SHOULD BE NOTED THAT ONLY ONE EXHIBITOR (MYERS SHERMAN CO.) IDENTIFIED IMMEDIATE SALES AS PRIMARY OBJECTIVE. ALSO SEVERAL COMPANIES STRONGLY RESISTED REQUEST TO PROVIDE PROJECTED SALES FIGURES.

SIX FIRMS SEEKING LICENSEES REPORTED 22 CANDIDATES UNDER CONSIDERATION. THE TWO COMPANIES LOOKING FOR JOINT VENTURE PARTNERS HAVE FOUR PROSPECTS.

CONSIDERED WITHIN THE FRAMEWORK OF THE RELATIVELY SMALL MARKET INVOLVED, THE EVENT CAN BE CONSIDERED SUCCESSFUL IN

TERMS OF ASSISTING EXHIBITORS TO REACH THEIR OBJECTIVES.
ALSO ON THE POSITIVE SIDE WAS THE EXHIBITORS GENERAL SATIS-
FACTION WITH EAST EUROPEAN CONTACTS AND THE LARGE YUGOSLAV
ATTENDANCE.

THERE WAS A STRONG CONSENSUS THAT THE TRADE MISSION WAS
EFFECTIVE IN ATTRACTING YUGOSLAV VISITORS AND THAT THE
MISSION WAS A VALID MEDIUM FOR PROMOTING THE EXHIBITION.
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 VIENNA 09173 02 OF 02 291712Z

THERE WAS A UNANIMOUS EXPRESSION OF SATISFACTION WITH THE
STAGING OF THE US EXHIBITION. THE NEW A2 SYSTEM GARNERED
HIGH PRAISE FROM ALL QUARTERS: FROM EXHIBITORS, POST, AND
VISITORS. THE US STAND WAS CLEARLY THE HIT OF THE SHOW.

14. EMBASSY SUPPORT: EMBASSY VIENNA PROVIDED THEIR FULL SUPPORT,
BOTH PRIOR TO, AND DURING THE EVENT, THUS CONTRIBUTING TO THE
OVERALL EFFORT. AMBASSADOR HUMES, ECONOMIC/COMMERCIAL COUN-
SELOR H. BARDACH, COMMERCIAL ATTACHE J. LILL, AND EWTC DIRECTOR
S. D. MARTIN VISITED THE FAIR ON OPENING DAY AND HELD
CONSTRUCTIVE DISCUSSIONS WITH EXHIBITORS, WHO CON-
SIDERED THE STRONG PERSONAL INTEREST SHOWN BY THESE
LEADING EMBASSY OFFICIALS SIGNIFICANT AND HELPFUL.

EMBASSY VIENNA ASSIGNED HEINZ IRSCHIK, COMMERCIAL
ADVISER TO THE SHOW TO PROVIDE GUIDANCE AND FAST,
EFFICIENT COMMERCIAL ASSISTANCE DURING THE EXHIBITION.
HIS PERFORMANCE WAS OF GREAT BENEFIT TO BOTH THE
DUSEX AND THE EXHIBITORS. HUMES

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 29 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974VIENNA09173
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740308-0123
From: VIENNA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974108/aaaaagux.tel
Line Count: 257
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 5
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 04 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04 MAR 2002 by chappeld>; APPROVED <23 MAY 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROJEKT 2000 - END OF SHOW CABLE REPORT
TAGS: BEXP, AU
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005